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# Message Text

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55
ACTION EUR-06

INFO OCT-01 ISO-00 EB-05 DRC-01 RSC-01 /014 W
---------- 048308
R 221439Z JAN 74
FM AMEMBASSY WARSAW
TO USDOC WASHDC
INFO SECSTATE WASHDC 7417
AMEMBASSY VIENNA
AMCONSUL POZNAN

UNCLAS WARSAW 0449

E.O. 11652: N/A
TAGS: BEXP, PL
SUBJECT: MAJOR TRADE OPPORTUNITY: COLOR TV TUBE PLANT

COMMERCE FOR BEWT/TPD

VIENNA FOR EWTC

1. THE POLISH FOREIGN TRADE ENTERPRISE OF THE ELECTRONICS INDUSTRY, UNITRA, PLANS TO IMPORT FROM WESTERN SOURCES THE TECHNOLOGY, DESIGN, AND EQUIPMENT FOR A COMPLETE PLANT FOR MANUFACTURE OF COLOR TV PICTURE TUBES. IMPORT OF A PLANT TO PRODUCE THE GLASS COMPONENT IS PLANNED AS PART OF THE PACKAGE.

2. UNITRA'S PLANS ARE NOT YET PRECISE, BUT DOLLAR INVESTMENT BY UNITRA IS ESTIMATED AT $20-40 MILLION. PLANT IS TO MANUFACTURE 800,000 TUBES ANNUALLY BY 1980. UNITRA IS IN CONTACT WITH AT LEAST THREE U.S. COMPANIES, RCA, GTE/SYLVANIA, AND WESTINGHOUSE. ACCORDING TO UNITRA, A FOURTH U.S. COMPNAY, ZENITH, HAS BEEN CONTACTED BUT DID NOT DISPLAY INTEREST. UNITRA IS IN TOUCH AS WELL WITH JAPANESE MANUFACTURERS. UNITRA HOPES TO CONCLUDE CONTRACT IN 1974.

3. UNITRA IS NOT INTERESTED IN CONTRACTING SEPARATELY FOR THE GLASS PLANT. UNITRA'S MAIN PARTNER WOULD THEREFORE
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BE REQUIRED TO SUBCONTRACT TO A GLASS MANUFACTURER. WE

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UNDERSTAND THAT WESTINGHOUSE IS IN TOUCH WITH CORNING ON
THIS SUBJECT.

4. UNITRA STATES THAT COUNTERPURCHASE ARRANGEMENTS WILL BE
NECESSARY PART OF FINANCING PACKAGE, AND THAT CONTRACT WILL
PROBABLY BE AWARDED TO THAT COMPANY WHICH OFFERS GOOD TECHNO-
LOGY WITH ATTRACTIVE PROPOSALS FOR PURCHASE OF PART OF PLANT'S
OUTPUT FOR HARD CURRENCY.

5. IN VIEW OF ACTION ALREADY TAKEN BY UNITRA, EMBASSY
BELIEVES IT WILL NOT BE NECESSARY FOR COMMERCE DEPARTMENT
TO MAKE WIDE DISSEMINATION IN U.S. OF INFORMATION
ON THIS OPPORTUNITY.
DAVIES

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NNN

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**Disposition Case Number:** n/a
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**Disposition Date:** 01 JAN 1960
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